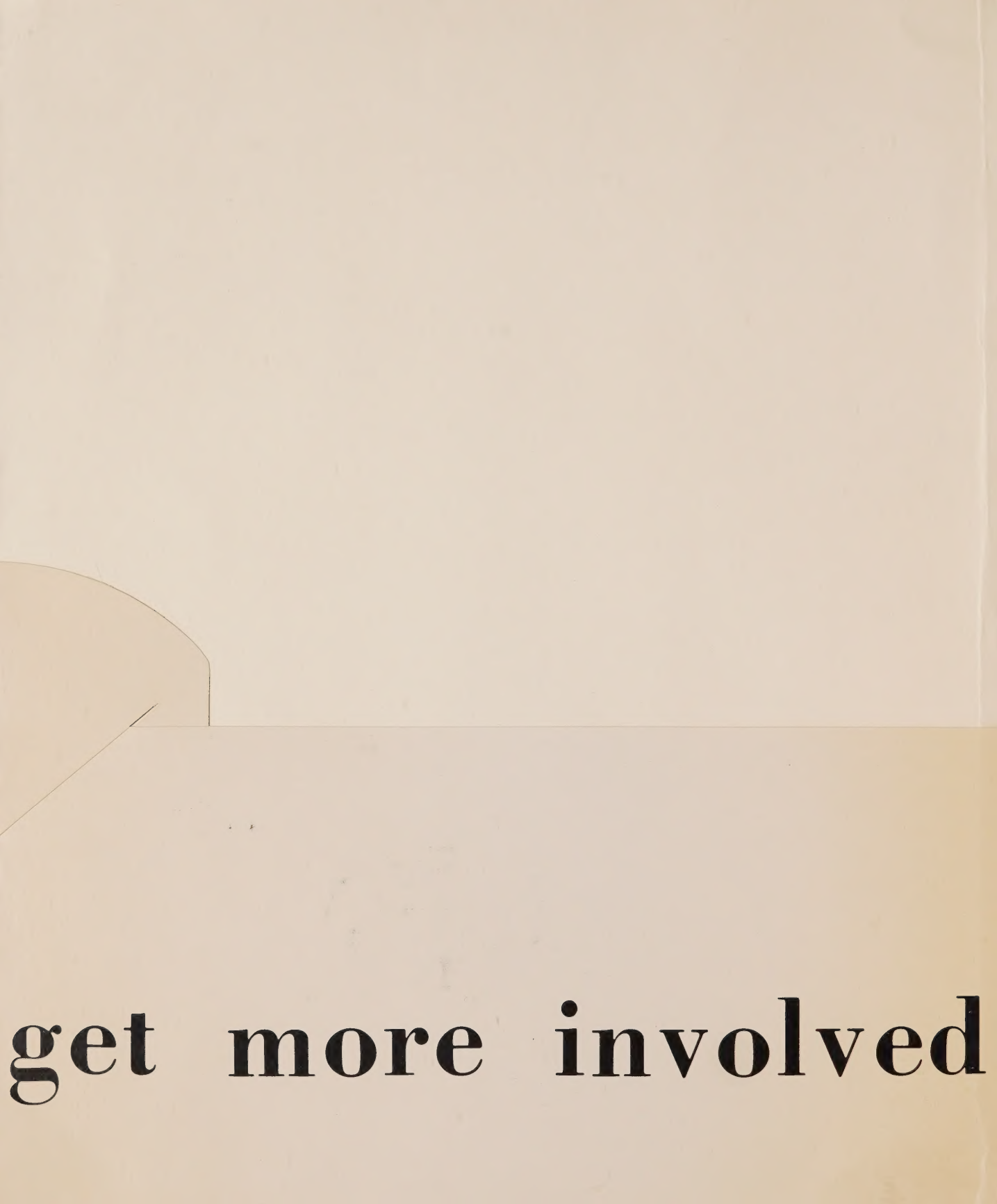


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# sharing the power



**get more involved**



# where is the power?



The groups listed on this page are made up of people appointed by the Government of Canada. Power is invested in each for specific areas of your life. Ask your member of Parliament how appointments are made, on what basis people are chosen, and what is included in the mandate of those who are appointed.

Women are grossly under-represented on most Boards, Commissions, Councils and other agencies of governments at all levels. If you consider yourself (or another woman) capable of serving on any of these groups, find out when new terms will begin, and apply pressure through political, church and community organizations.

## BOARDS

Agricultural Products Board  
Army Benevolent Fund  
Bilingual Districts Advisory Board  
Board of Examiners for Dominion Land Surveyors  
Board of Steamship Inspectors  
Canadian Livestock Feed Advisory Board  
Canadian Wheat Board  
Communications Research Advisory Board  
Copyright Appeal Board  
Fisheries Price Support Board  
General Adjustment Assistance Board  
Historic Sites and Monuments Board  
Machinery and Equipment Advisory Board  
Merchant Seaman Compensation Board  
Northwest Territories Water Board  
Pension Appeals Board  
Pension Review Board  
Queen Elizabeth II Research Fund  
Tariff Board  
Tax Review Board  
Textile and Clothing Board  
War Veterans Allowance Board

## COMMISSIONS

Canadian Grain Commission  
Canadian Pension Commission  
Commission of Inquiries of Restrictive Trade Practices  
Commission of Inquiry into Marketing of Beef  
International Boundary Commission  
International Joint Commission  
Law Reform Commission  
Metric Commission  
Northern Canada Power Commission  
Office of the Commissioner of Official Languages

## COUNCILS

Canadian Advisory Council on the Status of Women  
Atlantic Development Council  
Canada Council  
Canadian Consultative Council on Multiculturalism  
Canadian Consumer Council  
Canadian Council on Rural Development  
Canadian Council of Urban and Regional Research  
Canadian Fisheries Advisory Council  
Council of Northwest Territories  
National Advisory Council on Fitness and Amateur Sport  
National Council of Welfare  
National Farm Products Marketing Council  
Standards Council of Canada

## OTHER AGENCIES

Anti-Dumping Tribunal  
Office of the Auditor General  
Bureau of Pensions Advocates  
Canadian Permanent Committee on Geographical Names  
Correctional Investigator  
Farm Credit Corporation Advisory Committee  
Foreign Claims Commission  
Freshwater Fish Marketing Advisory Committee  
Government of the Yukon Territory  
Industrial Development Bank  
International Development Research Centre  
National Arts Centre Corporation  
Office of the Custodian of Enemy Property

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## PRE-PLANNING



## Canadian Advisory Council on the Status of Women

"THE FULL AND COMPLETE  
DEVELOPMENT OF A  
COUNTRY, THE WELFARE  
OF THE WORLD, THE CAUSE  
OF PEACE - ALL REQUIRE  
MAXIMUM PARTICIPATION  
OF WOMEN, AS WELL AS  
MEN, IN ALL FIELDS."

(United Nations Seminars on Civic and  
Political Education of Women,  
Helsinki, Finland, August 1967)

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- check parking, public transportation, baby-sitting space, possible rent.

Brainstorm and reach a preliminary outline on the following:

### 5. The format of sessions

### 6. People to invite

- who is the workshop designed for?
- how are they to be reached?

### 7. People to help

- need a speaker, facilitator, resource people, buzz leaders?
- assign responsibility for inviting any key persons. If resource people are asked for a lot of input and time, consult with them first.

### 8. Resources

- preview for selection films, slides, tapes, posters, books, pamphlets,
- assign responsibility for booking films in great demand and for ordering books and pamphlets.

### 9. Time-table for organization

- draw up a projected time-table with deadlines for each stage of planning and implementing.
- include the time schedule for publicity.

### 10. Budget

## STAGE II

### 1. Format of sessions:

- decide on activities for each part of the day,
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## SHARING THE POWER

Nearly 51% of the population of Canada are women.

Women's involvement in political life at all levels was one of the objectives outlined in the World Plan of Action drawn up at the International Women's Year Conference in Mexico in 1975.

The Federal Advisory Council on the Status of Women has prepared a kit, Sharing the Power, to help women learn how to become more politically aware and involved.

The kit is a tool for the use of groups who want to learn the techniques of involvement; how to influence the decision makers and how to become directly involved in the election process.

Contained in the kit are comprehensive and practical instructions on lobbying, brief writing, workshop planning, and media relations. It outlines also how to become a candidate and how to run a campaign.

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## WHY ARE WOMEN MISSING?

- Lack of education in civic affairs
- Isolation from the political arena
- Traditional attitudes concerning the roles of men and women
- Lack of financial independence

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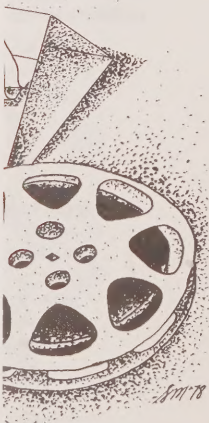
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## WHAT ARE THE GOALS?

- Equal representation of women in Parliament and the Senate
- Equal representation in provincial and municipal governments
- Equal number of women as judges in all courts
- Women appointed to the Supreme Court of Canada
- Appointment of more women to Boards and Commissions



## STAGE II

### 1. Format of sessions:

- decide on activities for each part of the day,
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#### **WHERE DO WE START?**

Become informed on issues in our community, our province, our country.

Study laws to learn where changes are necessary.

Be committed to having women's views expressed on ALL issues — not just those directly concerning women.

Become familiar with lobbying techniques.

Lobby all political parties to give women assistance with financing political participation.

Lobby all governments to set up adequate day care facilities to free women for political involvement.

Become familiar with government funding programs.

Examine federal and provincial retraining programs for opportunities for women.

Pressure Departments of Education to monitor textbooks for sex-role stereotyping.

**CONVICTION AND  
DETERMINATION ARISE  
FROM CONCERN**



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## HOW DO WE GET THERE?

Learn what each party stands for.

Join a political party.

Become active in that party.

Learn how the party system works.

Learn how the party fits into the political system.

Run for a position on the party executive.

Get involved in an election campaign.

Learn how a campaign is conducted and the procedures followed on election day.

Be prepared to nominate and support women candidates.

Stand for nomination.

Become a candidate.

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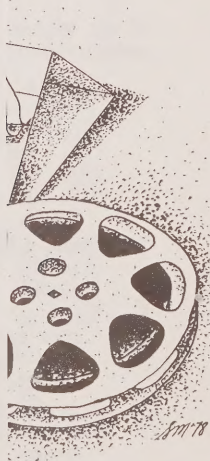
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Write to:  
Canadian Advisory Council on the  
Status of Women  
Box 1541, Station B  
Ottawa, Canada, K1P 5R5

## OÙ COMMENÇONS-NOUS?

Informons-nous des problèmes de notre collectivité, de notre province, de notre pays.

Étudions les lois afin de déterminer les changements qui s'imposent.

Faisons en sorte que les femmes expriment leurs opinions sur TOUTES les questions, et non seulement sur les questions qui se rattachent directement à la situation de la femme.

Familiarisons-nous avec les techniques des groupes de pression.

Exerçons des pressions sur tous les partis politiques afin qu'ils contribuent à financer la participation des femmes à la vie politique.

Exerçons des pressions sur tous les gouvernements pour qu'ils créent des garderies appropriées et permettent ainsi aux femmes de s'engager politiquement.

Familiarisons-nous avec les programmes gouvernementaux de subventions.

Assurons-nous que les programmes fédéraux et provinciaux de recyclage favorisent la promotion de la femme.

Exerçons des pressions sur les ministères de l'Éducation afin qu'ils éliminent des manuels scolaires, les clichés sur les rôles des deux sexes.

LA CONVICTION ET LA DÉTERMINATION  
NAISSENT DE L'INTÉRÊT  
QUE L'ON PORTE À UNE QUESTION

# how to organize a workshop

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## COMMENT PARVENIR À NOS FINS?

Étudions le programme de chacun des partis politiques.  
Joignons-nous à un parti politique.  
Soyons-en un membre actif.  
Apprenons comment le parti s'intègre au système politique.  
Posons notre candidature à un poste de l'exécutif du parti.  
Participons à une campagne électorale.  
Familiarisons-nous avec l'organisation d'une campagne électorale de même qu'avec la procédure à suivre, le jour du scrutin.  
Soyons prêtes à proposer et à appuyer des candidates.  
Faisons savoir que nous accepterions de poser notre candidature.

Présentons-nous.

Soyons candidate.

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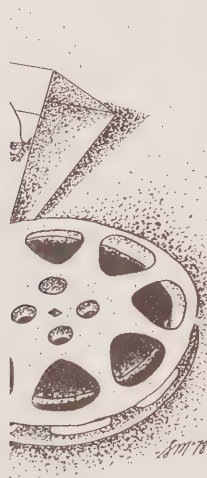
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Il vous suffit d'écrire au:  
Conseil consultatif canadien de la situation de la femme  
B.P. 1541, Succursale B  
Ottawa, Canada K1P 5R5

## STAGE II

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## **PARTICIPER AU POUVOIR**

Les femmes constituent près de 51% de la population canadienne.

La participation des femmes à tous les niveaux de la vie politique est l'un des objectifs qui ont été formulés dans le Plan d'action mondial établi à la Conférence de l'Année internationale de la femme à Mexico en 1975.

Le Conseil consultatif canadien de la situation de la femme a préparé, à l'intention des femmes, un dossier intitulé "Participer au pouvoir", pour les aider à s'intéresser et à participer davantage à la vie politique.

Ce dossier s'adresse aux groupes qui désirent apprendre les techniques d'engagement, ainsi que les moyens d'influencer les décideurs et de participer personnellement au processus électoral.

On y donne des conseils pratiques et complets sur la propagande, la rédaction de mémoires, l'organisation d'ateliers de travail, les relations avec les médias, ainsi que sur la manière de se porter candidate et de mener une campagne.

Toute organisation peut en obtenir un exemplaire qu'elle pourra reproduire à volonté.

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## POURQUOI LES FEMMES SONT-ELLES ABSENTES?

- La connaissance insuffisante des affaires civiles.
- L'isolement de la scène politique.
- Les attitudes traditionnelles à l'égard des rôles de l'homme et de la femme.
- Le manque d'indépendance financière.



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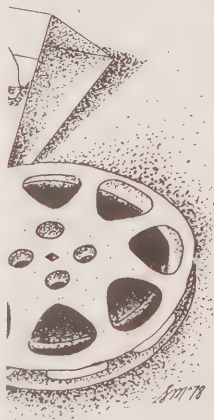
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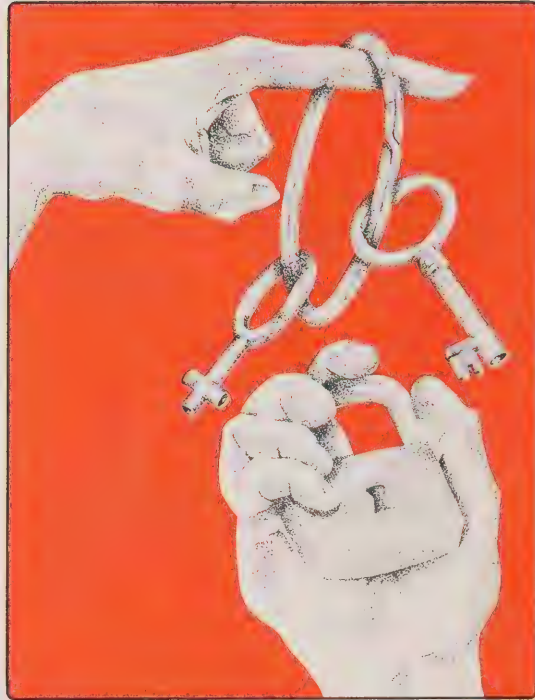
## QUELS SONT LES OBJECTIFS?

- La représentation égale des femmes au Parlement et au Sénat.
- La représentation égale des femmes au sein des administrations provinciales et municipales.
- Un nombre égal de femmes juges dans tous les tribunaux.
- La nomination de femmes à la Cour suprême du Canada.
- La nomination d'un plus grand nombre de femmes aux conseils et aux commissions.

## STAGE II

### 1. Format of sessions:

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## **Le Conseil consultatif canadien de la situation de la femme**

“LE DÉVELOPPEMENT  
INTÉGRAL D'UN PAYS,  
LE BIEN-ÊTRE DU  
MONDE, L'ACTION POUR  
LA PAIX, EXIGENT LA  
PARTICIPATION MAXI-  
MALE DES FEMMES,  
AUSSI BIEN QUE DES  
HOMMES ET CE DANS  
TOUS LES SECTEURS  
D'ACTIVITÉS.”

(Colloques des Nations Unies sur l'éducation  
civique et politique des femmes, Helsinki,  
Finlande, août 1967)



# how to organize a workshop

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## PRE-PLANNING

A committee or group discusses . . . . .

- needs of participants (taking into account evaluations and suggestions from any previous workshops),
- overall purpose of the workshop,
- asks for volunteers for workshop planning group,
- distributes any reading assignments to stimulate planning ideas (see reference to Conference Planning on last page).
- a tentative date (to be fixed no less than three months ahead).

- check parking, public transportation, baby-sitting space, possible rent.

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## STAGE I DECISIONS

### 1. Goal (s)

- what are we really trying to accomplish?

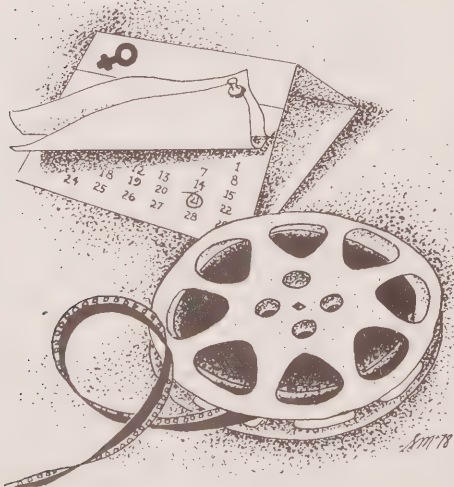
### 2. Name for Workshop

### 3. Date and Time

- check all other local events and regular meetings.

### 4. Place

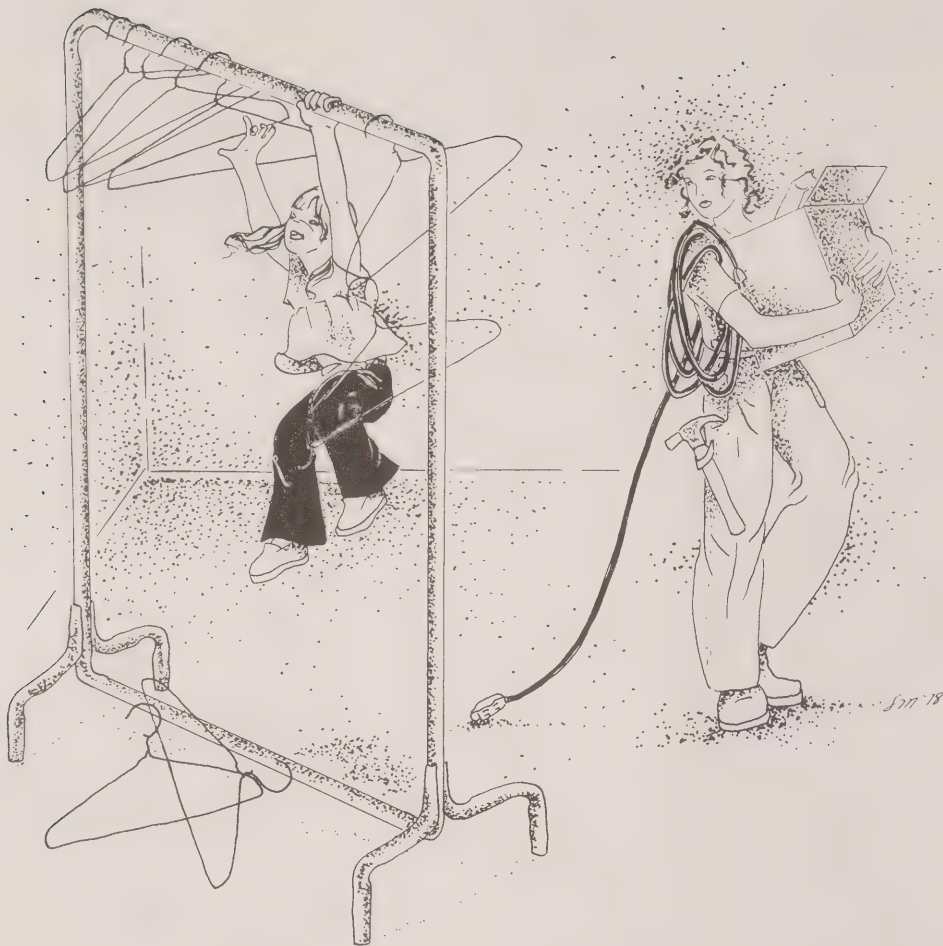
- assign responsibility for finding and booking at once,



## STAGE II

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## 2. Publicity

- design notices, flyers
- list all groups of people to reach.
- outline publicity mechanisms within the organization and follow-up,
  - (a) put in writing to each committee, expectations of who shall attend,
  - (b) talk to key leaders individually, or in group meetings, to ensure the distribution of flyers, or invitations. If pre-registration is needed, remind them,
  - (c) have the workshop announced at local gatherings so that each chairperson is asked in turn to inform their membership,
  - (d) put up notices on community bulletin boards,
  - (e) insert notices in all communications vehicles (newsletters/bulletins)
  - (f) obtain permission to visit any meetings for volunteer group leaders and advise them of workshop.
- consider: a fitness or stretch break?
- Special role for staff? An opening? In-

troductions and welcome? Thanks?  
Interim Evaluations?

**If the Workshop is for the general public, use publicity mechanisms in the community**

- (a) Ads on radio and T.V.
- (b) Press releases to newspapers
- (c) Flyers to relevant agencies e.g. community colleges, churches, institutions, other organizations with like goals, political groups

## 3. People to help

- assign responsibility for inviting any additional resource people, buzz leaders etc.,
- plan a meeting for all workers to discuss their roles, and share plans for the whole workshop.

## 4. Resources

- Assign responsibility for booking and fetching any audio-visual material and

equipment e.g. projector, VTR. Check that equipment is really appropriate (does tape play on a reel-to-reel, deck or a cassette?). Check that an operator will be available. Are extension cords needed?

- assign responsibility for the resource table, choosing and acquiring literature, pricing and arranging the display, attending the table during the workshop.

#### 5. Child-Care

- estimate numbers
- book sitters as early as possible
- check that facilities to be used during workshop are adequate
- allow for lunch hour for sitters
- arrange food for children as necessary

### STAGE III

1. Hold a meeting to brief all buzz leaders with drafts of the written material.
2. Reproduce final written material
3. Find volunteers to look after:
  - coffee and percolators,
  - food,
  - registration table with name tags, workshop time-table, any other handouts,
  - furniture moving,
  - flip charts and magic markers,
  - coat racks.
4. Evaluation:
  - draw up evaluation form,
  - decide when it should be completed,
  - if the form is to contain any personally requested follow-up, request a name and address.



### FOR MORE INFORMATION SEE

#### "CONFERENCE PLANNING"

A booklet prepared by the Office on Community Consultation, Ontario Ministry of Culture and Recreation

#### Telling you:

Where to begin  
 How to choose the planning committee  
 Choosing the co-ordinator  
 Planning committee meetings  
 Choosing a conference theme  
 Publicity and promotion  
 Selecting a date and time  
 Selecting accommodation  
 Registration  
 Signs and directions  
 Conference structure  
 Selecting speakers, panelists, films, displays or multi-media presentations  
 Selecting dialogue activities  
 Choosing session recorders  
 Providing facilities for the media  
 Setting up displays  
 Arranging meals  
 Conference evaluation  
 The conference report  
 A check list for the co-ordinator  
 Conference planning schedule

Available from:  
 Government of Ontario Bookstore  
 880 Bay Street  
 Toronto, Ontario M7A 1N8

### THIS SECTION PREPARED BY

René Edwards  
 Metro Toronto YWCA  
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Canadian Advisory Council on the Status of Women,  
 63 Sparks Street,  
 Box 1541, Station B,  
 Ottawa, Canada K1P 5R5



## notes

# how to be a candidate

## HOW TO IDENTIFY THE POTENTIAL CANDIDATE

### PERSONAL ATTRIBUTES

- Reputation for integrity and hard work
- Calm temperament (well — fairly calm)
- Ability to think quickly
- Willingness to admit ignorance rather than give a poorly considered answer
- Background which can bear scrutiny
- Leadership skills and a respect for the wishes of constituency
- Outlook which can accept criticism and/or lack of support whether by family or friends
- Friendly manner and adequate social skills
- Good speaking voice
- Capacity for listening
- Philosophy that time and energy expended will be recouped through personal satisfaction and growth

### BACKGROUND EXPERIENCE

- College courses and/or personal involvement in community issues
- Prior work for the political body (i.e. committees)
- Knowledge of the political body from attending its sessions
- Related political field work
- Knowledge of constituency power base

### POWER BASE

- Functioned successfully in positions of responsibility in politics or volunteer organizations
- Know elected officials who will offer campaign advice and support
- Develop power base to ensure strong support. If you are the better candidate, you should run even if the candidacy splits the traditional power base.

### SPOUSE SUPPORT (where applicable)

- Advocates your candidacy and will publicly acknowledge this
- Will take over additional household chores, so you have time to conduct a successful campaign or will accept a lower standard of household amenities
- Is not threatened if you hold more political power than he
- Can accept the outcome if you and he disagree on policy
- Will give advice if asked but does not expect to make decisions



## BEING A WOMAN DOESN'T HURT!

### ASSETS

If a housewife, you have:

- More flexible schedule to attend daytime meetings, to travel to conferences and special seminars, to study issues, and to contact organizations during their business hours
- Numerous personal contacts and empathy for concerns of your constituency
- Demonstrated leadership within the community
- Altruistic motives which are never business inspired
- Family to provide support

If a career woman, you have:

- Demonstrated competence because you have already succeeded in a "man's world"
- Aura of authority
- Independent income

### ARGUMENTS YOU WILL FACE AS A WOMAN

- Your family will suffer from your involvement.  
Answer: My family supports me in my campaign.
- As a wife, mother, and community volunteer, you already have many careers.  
Answer: Men serve as husbands, fathers and businessmen and still run for office.
- You are spreading yourself too thin with other organizations.  
Answer: I know my time and commitments.
- Women are passive and cannot make decisions logically.  
Answer: (in a strong voice): I think my record disproves this.

### CAMPAIGNING TIPS

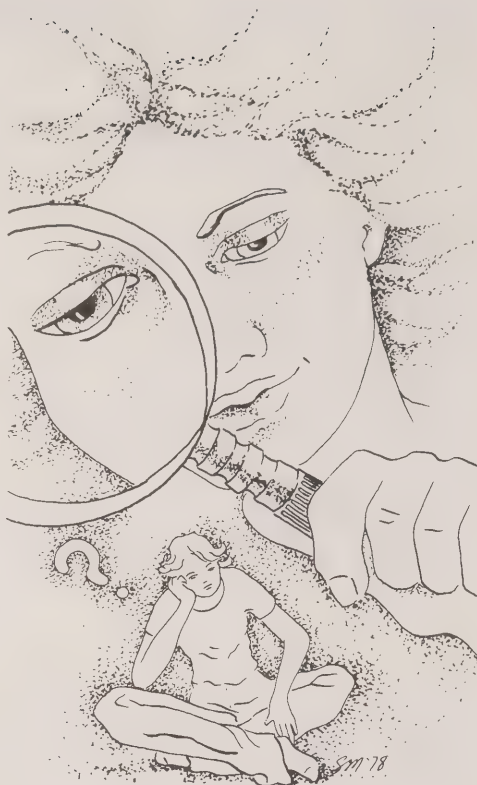
- Use your given name — Jane Smith (*Not* Mrs. Peter Smith)
- Test the political climate to determine if your first or last name should be emphasized.
- Include photographs, primarily of yourself. The photo should be attractive, but with no cheesecake flavour. Use a picture of your family on your flyers if this would be an asset; pictures of young children often remind voters that perhaps you are needed at home to rock the cradle.

- Dress moderately and attractively. Capitalize on your ability as a woman to dress distinctively and in bright colors which are eye-catching and cheerful.
- Present an image of confidence. Remember, men have been bumbling in office for years!

## HOW TO GET STARTED

### When you want to run for office:

- Make a realistic self-appraisal in terms of your physical, emotional, intellectual, social, and rhetorical attributes
- Examine your background, power base, and chances for election
- Analyze the office. What are your motives — political power, personal power, political career, or community service? Will election to office satisfy the motives which made you run? If elected, can you accomplish specific aims?
- Talk to people to determine political atmosphere. Say you are considering running or lead them to ask you to run.
- Find out the last date you can file.
- In provincial and federal elections, plan your nomination strategy.
- Become as well informed as possible on local issues.
- Form a steering committee or appoint a campaign manager to form one.
- Plan your general campaign strategy and timetable.
- Include a line-up of major issues.
- Announce your candidacy publicly.
- Be prepared to handle criticism.



Consider whether it is necessary to change or improve any of your personal characteristics, such as tone of voice. Will changes make you feel uncomfortable or unnatural? Remember YOU are the candidate. Do not let your campaign staff redo you to fit THEIR image.

### RELATIONSHIP TO STAFF

- Partner with the campaign manager but your will prevails
- Head of the central committee
- Deciding vote on the strategy committee

## HOW TO PROCEED AS A CANDIDATE

Your job is to become well-known to the electorate. In addition to meet-the-candidate events, and door-to-door campaigning, you must continue to attend all meetings of the body to which you wish to be elected. Go to as many prominent gatherings as possible, including parties, concerts, church assemblies, and school functions. You or your staff may wish to set up meetings with specific groups such as the Kiwanis, ethnic organizations, and PTAs to encourage more support.

You should have decided to run four to five months before the election date and be ready to devote yourself full time to the campaign during this period. (When elected, assess the time needed to do the job well).

### SPECIFIC DUTIES

- Study the minutes and reports of your political body
- Decide on the advisability of a campaign manager, necessary qualifications, and line up the best one
- Pick up official filing forms; phone city hall or the school district office to find out where
- Arrange for a formal campaign portrait and candid shots; newspapers request glossy black and white prints
- Issue a press statement including your background, reasons for candidacy, and platform
- Prepare a solicitation letter and participation card with the campaign manager; include your background, qualifications, the issues, and how you would effect change in your letter
- File papers; registration can be paid by you or from campaign accounts
- Announce your candidacy through the media
- Attend meet-the-candidate events
- Write position papers with the research chairperson
- See media chiefs to discuss issues and enlist support
- Attend candidates' nights; anticipate possible questions
- Attend your workers' rally to kick off the campaign
- Walk door-to-door in "swing-vote" districts; your constituency chairperson should have tabulated these areas
- Attend the election night victory party; thank all your workers
- Write to the chairpersons and contributors



### SAMPLE PARTICIPATION CARD

Name:

Address:

Telephone:

- ☐ Want to attend meet-the-candidate event
- ☐ Financial support
- ☐ Work at polls
- ☐ Will make telephone calls
- ☐ Sign in yard
- ☐ Sign crew
- ☐ Name in endorsement ad
- ☐ Will hostess meet-the-candidate event
- ☐ Will write postcards
- ☐ Will drive voters to polls
- ☐ Provide clerical support
- ☐ Give time to headquarters
- ☐ Door-to-door canvassing

You want a **qualified woman** to run for office:

- Make a realistic appraisal in terms of her physical, emotional, intellectual, social, and rhetorical attributes
- Examine her background, power base, and chances for election
- Analyze the office. Does this position afford her an opportunity to introduce innovative ideas and effect needed changes?
- Marshall support
- Find out closing date for submitting official filing papers
- Organize tentative steering committee
- Set up tentative events calendar
- Approach your potential candidate with names of influential supporters
- Be prepared to offer valid reasons for her commitment
- Know the issues to enable your potential candidate to identify her strengths
- Offer your services for the campaign

## HOW TO WRITE THE EPILOGUE

### IF YOU WIN

- Thank the workers and write contributors
- Analyze your victory to determine what was effective strategy. You may want to run again.
- File a financial statement. (Check with the city clerk or school district office or returning officer)
- Bring the files up to date; you can assign workers to do this
- Assemble a two or three woman continuing research and feedback team
- Work hard. You have committed yourself for the entire term of office
- Be prepared for the fact that your most faithful supporters will disagree with some of your official decisions

### IF YOU LOSE

- Congratulate the winner
- Thank your workers and write contributors
- Analyze your defeat. You may want to run again.
- File a financial statement
- Bring the files up to date
- Dismantle the organization. If you campaign again, you may want different people in key positions.

### WHAT YOU CAN DO TO HELP

If this has completely discouraged you from vying for political office, disguise your feelings and pass it on to a friend. Encourage her to run and offer to help.

- Babysit for her children
- Invite her family to dinner
- Freeze casseroles for her
- Volunteer to serve on her staff

### MATERIAL IN THIS SECTION ADAPTED FROM

American Association of University Women

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63 Sparks Street,  
Box 1541, Station B,  
Ottawa, Canada K1P 5R5

## notes

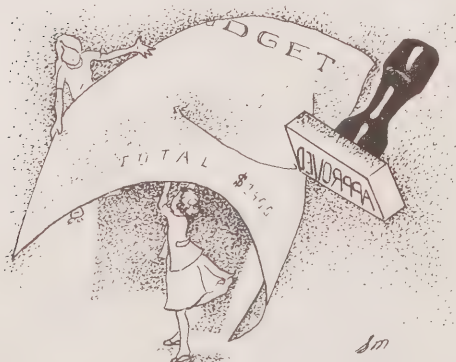
# how to write and present a brief

## PURPOSE OF A BRIEF

1. To criticize existing conditions
2. To suggest steps to remedy a situation
3. To initiate a project
4. To inform and persuade

## INITIAL PLANNING WITHIN YOUR GROUP

1. Consider all the ideas that may arise from the group.
2. Select the basic ideas — generally not more than four. If you have too many, confusion will result.
3. Select 2 or 3 people, (no more) to research and write the brief.
4. Decide who will present the brief. Select a speaker with a well-modulated voice that will carry. No personalities should be involved here.
5. Decide who will receive your brief — this will determine your language and your approach — i.e. scientific, philosophic, factual etc.
6. Decide tactics — personal presentation, need for specialists, how many will accompany the speaker,
  - For a private presentation — 2 or 3 people
  - Public presentation — the more the better. This will indicate strong support for your position.



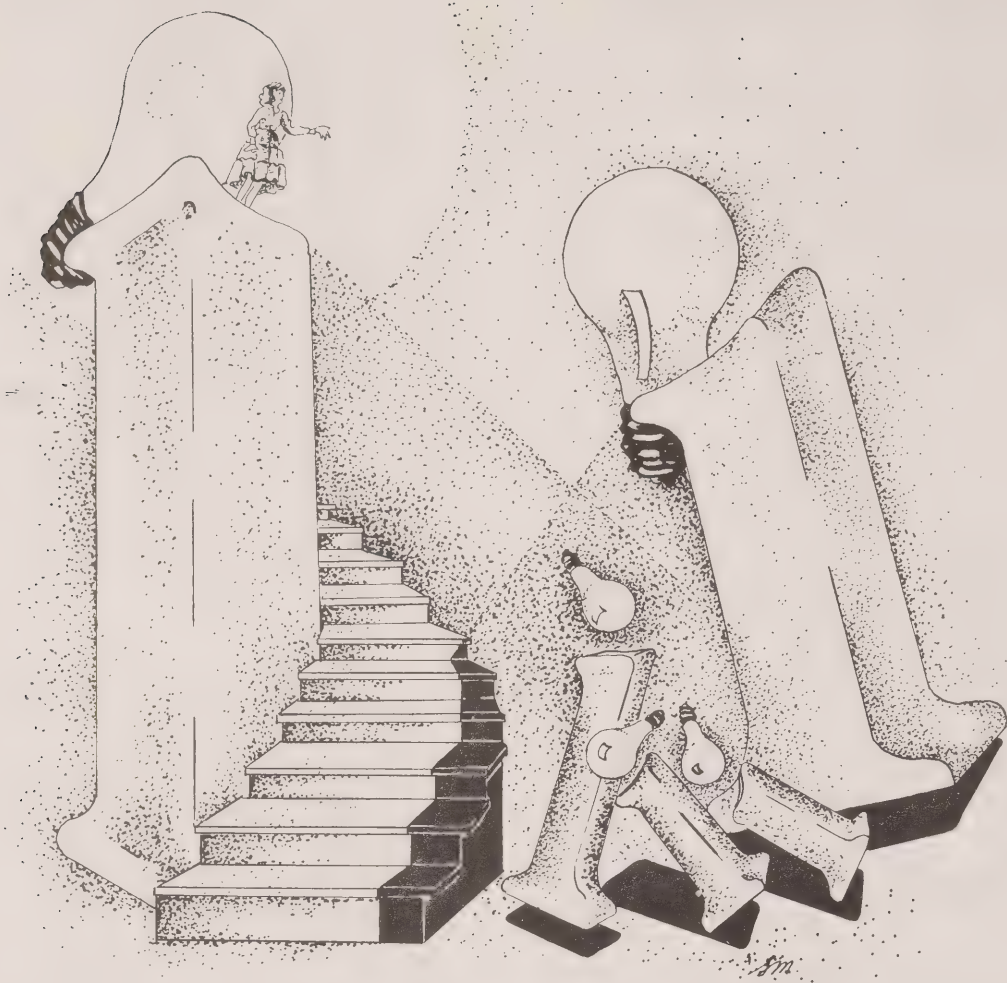
## WRITING THE BRIEF

1. Collect all available material and information
2. Discuss form and length of the brief. Keep it short — it shouldn't be a doctoral dissertation.
3. Include all the factual material necessary. Use easily understood words; good, concise sentence structure — no phrases, no flowery adjectives.
4. Make statistics understandable. Round off the decimals.

## STRUCTURE AND FORM

1. Have the brief accurately typewritten. If you are including diagrams, plans or maps, be sure they are drawn to scale check zoning regulations.
2. Prepare a realistic budget — don't pad. If your audience is knowledgeable you will lose credibility with inaccuracies.
3. Form: The brief should be divided by headings.
  - A. Preamble — states background and subject matter.
  - B. Statement of the problem — who it concerns and why. Describe causes of problem with contributing factors.
  - C. Proposed solution — lay this out in a comprehensive form, simply stated. Follow the solution through in step by step form.
  - D. Expected results — to the community or the cause. Be enthusiastic. You are selling an idea.
  - E. Budget — include all costs, suggested revenues, available grants, volunteer labour, etc. Do not suggest anything unless you have verified its availability.
  - F. Summary of recommendations.
  - G. Bibliography — footnote statistics and direct quotes.
  - H. Approval of brief — the group that you represent must approve the brief, otherwise it carries no weight.





## PRESENTATION DAY

1. Be on time for your appointment or the public hearings.
2. Dress in an appropriate manner. This is not the time to make a statement by wearing unusual behavior. You will only distract your listener from what you are saying.
3. Have copies of your brief to leave with your listener(s). Leave any necessary background material with them.
4. Introduce the members of your group, or explain whom and how many you represent.
5. Compliment the listener(s) on taking steps to remedy a situation, even if it's only by listening to you.
6. Deliver your brief with assurance and con-

fidence in the importance of your message — you must be “sold” to “sell” someone else.

7. Be prepared to answer questions that may arise — have consultants available if necessary.

## AFTER THE PRESENTATION

1. Arrange for follow-up meetings.
2. Ask for a report on actions taken.
3. Offer assistance in research.
4. Keep in touch by letter or telephone. Don't let your brief be “filed”.
5. Report to your group.

## SAMPLE BRIEF

Title Page: Provincial Council of Women of  
Manitoba  
Brief on "Equal Pay for Work  
of Equal Value"  
Prepared by  
Provincial Council of Women  
Economics Committee Jan. 1977

Forward: States make-up of Council, as-  
sociated groups, mandate, re-  
presentative of 40,000 Manitoba  
women.

### Outline:

1. The issue defined
  - 1) The concepts
  - 2) Why Equal Pay for Work of  
Equal Value?
2. Magnitude of the problem
  - 1) The wage gap — statistics

### 3. Legislative history

- 1) ILO Convention No. 100
- 2) Manitoba Equal Pay Legislation
- 3) Federal Legislation

### 4. Implementation of Equal Pay for Work of Equal Value

- 1) Opposition
- 2) Job evaluation
  - i) Measurement of Equal  
Value
  - ii) Comparison unit
  - iii) Female-dominated occupa-  
tions
- 3) Implementation
  - i) Onus for implementation
  - ii) Involvement of workers and  
management
  - iii) Administration and enforce-  
ment
  - iv) Time frame

### 5. Recommendations of the Provincial Council of Women

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Canadian Advisory Council on the Status of Women

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## notes



# how to lobby by letter, by phone, in person

**LOBBY:**

**NOUN:** A Waiting Room

**VERB:** To try to influence legislators to vote in a certain way

We've been in the waiting room too long!  
Let's use our influence to make things happen!



3. **Personal lobby:** Legislature, parliament or corporation.

A. Phone for an appointment.

## DEVELOP A PLAN

1. **Enlist support** of all individuals or groups involved in, or affected by, the issue(s).
2. **Organize** a meeting of representatives of these groups.
3. At the meeting decide on the basic issue or issues involved. **Focus attention** on 2 or 3 issues. Too many issues discussed at one time limit effectiveness.
4. **Involve influential people** from your community in your campaign — councillors, the mayor, prominent citizens.
5. **Study different methods** of lobbying.

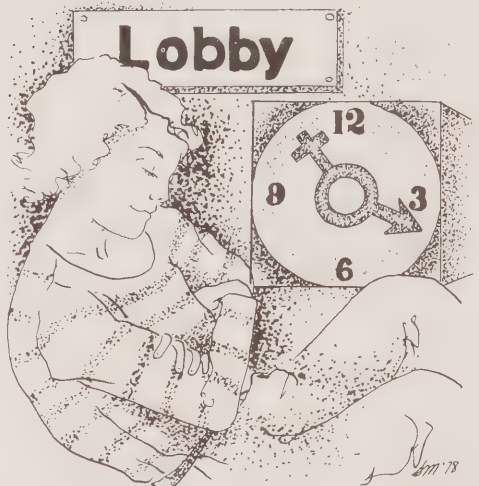
## DECIDE THE METHODS

### 1. **Letter Lobby:** numbers count

- A. Ask every member of every organization to write a letter.
- B. Ask each member to get a friend to write a letter.
- C. Write directly to the politician(s) or head of the corporation you wish to influence.
- D. Prepare a sample letter.
- E. Be brief, to the point. State what is wrong and what you would like to see done to remedy it.

### 2. **Phone lobby:** Again, numbers count.

- A. Ask every member of every organization to phone; ask each member to get a friend to phone.
- B. If you can, speak to the politician(s) or head of corporation. If you are "screened", leave a definite message, stating your views briefly. Don't ramble.



B. Mention the topics you would like to discuss.

C. Have a copy of material you are presenting to leave with the politician (president).

D. Be prepared to provide background information — be informed.

E. Keep to the points you wish to discuss — don't be sidetracked.

### 4. **Submission of a brief:** In person, if possible.

A. Select members to prepare and present the brief.

B. Canvass members of groups for ideas or resource material.

C. Submit the brief to all parties who can wield influence in your favour.

5. **A press conference** will publicize your concern.

6. **Establish a continuing contact** in each of the media. Provide your contact with background information so that your position will be understood. Keep the contact informed.

## DEFINE THE TARGET

1. **Legislators** respond to influence if it will affect their prospects for re-election. Lobbying techniques must reflect your ability to influence the vote.
2. **Corporations** respond to influence if it will affect their profit statements. Publicize your campaign to influence a corporation.

**KEEP PHONING! KEEP WRITING!!  
UNTIL SOMETHING  
IS DONE!!!**

## MONITORING — HOW TO RUN AN OBSERVER CORPS

1. You are not finished your lobbying process until concrete action has been taken on your issue.
2. **Legislation lobbying**
  - A. Arrange to have someone attend sessions of the legislature to listen to debate.
  - B. Try to establish a contact within each party who will let you know when they plan to speak to your bill.
  - C. Attend the committee hearings pertinent to your bill.
  - D. Keep notes of the proceedings. Be prepared to recommend to the group you represent, further action required.
  - E. Be sure that the legislators know that you are watching them and listening to them.
  - F. Write letters of thanks or approval when appropriate. Letters are the politicians' bread and butter.

## CORPORATION LOBBYING

- A. Organize a letter lobby.
- B. Write a personal letter to the president of the company asking for a report on action taken on your previous requests.
- C. Make an appointment for a delegation to see the president — Ask for a report on actions taken.
- D. Write letters of thanks or approval when appropriate.



## NEGOTIATION TECHNIQUES

In organizing for social change, individuals and groups must meet with the person who has the power to make decisions. Very often this person has had years of experience in handling confrontation situations. Following are some tips to assist groups pushing for social change in dealing with such meetings.

1. Use the "common problem" approach. You are recognizing a problem and getting together in an attempt to solve it.
2. Your case must be strong enough to stand on its own merit, e.g. The United Nations Charter on Human Rights has been signed by Canada. Therefore all groups in Canada should promote and agree to its terms.
3. Present a whole document, embodying all items on which you are seeking agreement. Don't add in to the initial package. Establish your priorities beforehand, and know which items you are prepared to debate.
4. Be aware of their priorities. Some items may be easy or hard for them to provide. You can give up one hard item to obtain three or four of your items.
5. Establish regular meetings with the group. You can then introduce contentious issues gradually — prepare a mindset towards controversial innovations.



6. Learn to identify the leading personalities of the group with which you are dealing. Direct your persuasion toward these dominant personalities.
7. Never lose your sense of humour. Disregard personal remarks. Lighten the situation whenever possible.
8. Above all — be prepared. Know costs of what you are requesting and don't gloss them over. Justify them but don't cover up.
9. Select your best qualified and most experienced people to speak for you, regardless of their position in the group.
10. Anticipate the arguments of the other group and be prepared to refute them.
11. Simplify your proposals.
12. Be flexible. Be sensitive to the reactions of your audience. Adapt your arguments to these reactions.

#### MATERIAL IN THIS SECTION ADAPTED FROM

"Facing Down the Man" by Nancy Henley.

Other material by Canadian Advisory Council on the Status of Women

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## notes

# how to work with the press

One of the areas many groups fail to exploit is the use of media to tell their stories. If the cause needs broad citizen support someone must be assigned to be sure the details are getting across to a much wider audience than any one organization's membership. Even such ploys as demonstrations, sit-ins and boycotts will only be effective if the print, sound and picture people know the basic reasons for the public expression.

## SOON, SENSITIVE AND SMART

Three good words to remember when arranging media contact for an event or project.

**SOON** — because a lot of things start happening fast as an event draws near, and careful planning of press, radio and TV strategy takes time. The person who is going to 'tell the story' must be involved from the beginning in the overall arrangements from the point of view of how they will be perceived by others. Research, background stories, photos and advance notice to all media can be prepared and ready to go long before deadline time, with updated press releases, action pictures and personal attention to press representatives at the event.

**SENSITIVE** — because the selection of a person who is people-oriented is crucial for this job. She must be able to deal with her own people, guests and the press persuasively and with good humour. She needs a sense of which events and approach will move readers, listeners and viewers to endorse her organization's aims. She must have honesty, the ability to present the case without shading the truth in favour of propaganda.

**SMART** — because editors and radio/TV programmers have no time to deal with amateur efforts. There are rules to follow which will result in better coverage and thus more action by more people! The media contact person should not have other responsibilities within the organization. She needs time to know the rules and the media people, and to keep her contacts alive on a year-round basis. Eventually the views of the organization will be sought by the press when relevant news comes up. At this point it's just a matter of keeping clued in to the organization's agreed opinion on specific items, knowing about changes in news personnel and making sure they know where to reach the contact.

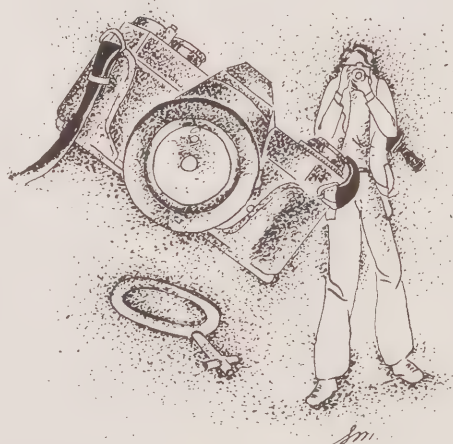
## PUBLICITY BASICS

1. Check your organization's policy on clearing copy with an executive member.
2. Find out how much your organization is prepared to spend on pictures, stamps, paper and other P.R. necessities.



3. Have access to a typewriter and a place to use it.
4. Only a good camera, in the hands of a good photographer, is suitable for newspaper reproduction.
5. Keep a list of correctly spelled names (with two initials) of your organization's officers, and of politicians (with titles). This will save a lot of time when you're writing copy.
6. Learn the deadlines of daily and weekly papers, and the news times of the radio/TV stations. Check over a period of time to see which day of the week is likely to be 'light' for news. Plan releases for that day, if possible.
7. Don't play favourites — release to every news outlet equally.

There are slight differences in dealing with press, radio and television.



## PRESS RELATIONS

1. The basics of copywriting are: who will be present, what will happen, where the event will occur, when it's going to begin and finish, and why the organization is doing it. All this information should be in the first paragraph, or even the first sentence, if you can.

2. The copy should be typed, double spaced on one side of the paper with good margins on all four sides. Ideally each newspaper gets an original but in large cities a good Xerox copy can be used. Keep a carbon, as you may be called to verify facts or spelling. The name of your group and the release date should be at top right, with a contact name (or names) and telephone number at bottom left.

3. Keep it brief. Remember that editors have a great deal of copy to read, so put your facts in order of importance, not chronologically. One page is best — two if necessary.

4. Make sure you don't mix news with announcements. It's better to issue a short item on one news event, and resist the impulse to boost the next meeting with a few added lines.

5. Scheduling the releases is necessary if there are more than one. This might be discussed with the city editor when he or she is not busy. The first story goes in about two weeks before the event and is fairly brief — just enough so that interested people can reserve the time. The main story appears about a week before the event and will be the longest one. A picture of your main speaker might be used at this point. Immediately after the event, write a complete account and bring it in the city editor. Deliberately timed announcements of projects or plans are exceptions to the rule of speed. Plan them for 'light' news days. (See Publicity Basics — #6)

6. Pictures sometimes make the difference. An interesting action picture, if well done, or a good recent portrait (sharp glossy print — black and white) of a prominent person might get your story in, even if only as a cutline under the picture.

7. Use different parts of the paper. Editorials are written by the editor sometimes but usually by his or her writers. You might telephone the editor and suggest that some aspect of your group's objectives be dealt with editorially. More likely it will be suggested that you write a personal viewpoint which will be printed on the editorial page. A well-written and argued exposition will do much to publicize your group's philosophy.

Letters to the editor are widely read and discussed. They may be submitted from your group frequently but not always by the same person. They must be concise, with the main point in the first sentence. NEVER send a vindictive, insulting, or sarcastic letter. A cool, reasonable statement of opinion will win more friends and influence more people.

8. If the paper sends a reporter or photographer, make him/her welcome. Be available for back-up facts, see that the relevant people are ready to be photographed, and then let the pros do their work. Appreciate them, feed them if it's a dinner and your courtesy will bring them back in the future.

#### THE NEWS INTERVIEW

1. Remember that a reporter is doing his or her job when he or she asks you questions. Reporters are trying to get accurate information about a subject that their employers consider to be newsworthy.
2. Never, under any circumstances, try to mislead reporters. If you feel you can't or shouldn't or don't want to answer a question, be honest about it. You can say, "I'm sorry,



- I don't have that information right now but I can get it for you later"; or, "I think the best person to answer that would be ... our President, the National Office, etc. . . ." or, "I'm not prepared to answer that at this time."
3. Don't be afraid to wait until your thoughts are organized before answering a question.
  4. Feel completely free to use any pertinent printed material in answering questions. Quote directly from the material when applicable, as that is one of the best ways of ensuring that your answer will be correct.
  5. The best way to ensure that the reporter gets accurate information is to do your homework. Make sure you know what you are talking about. Anticipate questions you might be asked.
  6. Be cautious when answering questions about a complex subject over the telephone. If you do not have all the information at your fingertips, refer the reporter to someone who does, or promise to call back *fast* with the facts. And then do it!
  7. Always assume that everything you say during an interview will be quoted publicly. If you don't want what you say to be used publicly, then don't agree to be interviewed. It doesn't make sense to agree to an interview and then try to have the most important point or points "off the record".
  8. If a reporter asks for your reaction to a comment supposedly made by someone else, be very careful in your reply. First of all, do you know *exactly* what that person said or are you only going by what someone else has claimed they said? You can avoid a direct answer by saying, "I wasn't aware that . . . had made that statement and I'd like to talk to him or her about it before I comment."
  9. Be very careful not to let reporters put words in your mouth. If one says to you, "they're really weird on this issue," you might smile in return and say, "You said that, not me." If you let the remark go unchallenged or if you agree with it, don't then be surprised if you are quoted as expressing the thought that, "they're really weird on this issue."

### THE MEDIA CAMPAIGN

Assume that a crisis, or special event of significance, or issue of great importance to the status of women arises in your community; here's an outline of a media campaign designed to publicize it and to mobilize public pressure on politicians.

1. If it's a major issue, hold a press conference.
2. Send a telegram or letter on behalf of your group to the minister responsible for that women's issue.
3. Send a copy to your MP, MLA or alderperson and everyone else you'd like informed.
4. Send news releases, stating your group's position on the matter, to local T.V. and radio stations and newspapers.

5. Write an article on the issue in the next publication of your newsletter and/or send copies to other women's newsletters and magazines.
6. Ask all supportive members of the group and other groups concerned with the issue to write letters to the editor of your local newspaper and to the appropriate elected officials.
7. Present a brief on the issue (outlining the facts and making recommendations) to all relevant politicians, news media and women's groups.
8. Collect press clippings on the issue for evaluation.

### MATERIAL IN THIS SECTION ADAPTED FROM

Women's Division  
Saskatchewan Department of Labour

Mary Helen Richards  
University Women's Club of Saskatoon CFW

YWCA of Canada

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## notes

# how to work with electronic media



## RADIO

1. News broadcasts have the same criteria as does the press in judging the newsworthiness of your story. Items interesting enough to be printed are potential radio and TV news so send them into the stations, also. There should be about a hundred words or less, with the most important facts given first. The releases are typed in double-spaced lines with full information — the name of the group and the release date at top right, and a contact name (or names) and telephone number at bottom left.
2. Many stations do public service announcements. These should be typewritten as for a newspaper, but with a maximum of 50 words. Signatures are needed on these announcements. Send at least two weeks in advance.
3. Open-line shows are looking for interesting and controversial topics and people, and will use a member of your organization as a resource person. Send the one who has the most information about your group and its projects. Have her prepare an opening statement (spoken extemporaneously, not read) and be ready to answer questions without losing her cool or interrupting the caller. Again, she is projecting your group's image.
4. Emergency announcements will be accepted by phone if there is a last minute change or cancellation. Radio and TV have the advantage over the newspaper in that there's no deadline and their air space has more stretch. But keep this privilege for real emergencies.
5. Local stations might be persuaded to try a panel, debate or interview. Contact the program or news director if you have a newsworthy event or project and interesting people to offer. Provide the station with background information.
6. Appreciate — A thank-you letter keeps you welcome, and proves the station's service to the community.

## TELEVISION

1. The television camera is like a magnifying glass. Everything looks larger than real life. Movement, expression, tone, etc., tend to be exaggerated on TV. Therefore you should try to speak slowly and quietly, remaining cool rather than coming on hot and heavy.
  2. If you are being interviewed, talk and respond directly to the interviewer. Do not look into the camera lens. Try to forget that you are in a studio. Speak to the interviewer on a one-to-one basis, as if you are in your own living room. After all, that is really where you
- are coming through . . . in someone's living room.
  3. Remember, unlike the stage, or a live political platform where you are speaking to many people, TV is a very personal medium. On television, try to remember that you are speaking to only *one* viewer . . . one person at a time. That means, every single person watching your performance is psychologically and emotionally tuning you in as an individual.
  4. If you are not in an interview situation, but presenting your position right into camera, be relaxed and underplay the message, rather than hitting it hard.
  5. You can show honest excitement and enthusiasm by putting your heart into it, honestly expressing yourself and your position without overdoing it. Overplaying turns viewers off.
  6. Make your answers to questions short and concise. Short statements are more easily understood and remembered than long drawn out rhetoric.
  7. If you are faced with a complex answer, try to help the viewer by preparing him or her for the answer. This can be done by organizing the thought, by prefacing your remarks with "let me answer that in three parts . . .", etc. This way you are making it easier to understand a rather complicated answer.
  8. Some interviewers — particularly those who do not share your views — will attempt to do two things: First, they put you on the spot right at the beginning by asking a difficult question. Second, they leave the toughest question until there are only 30 to 40 seconds left to go in the interview. Be ready for the first. You can handle the second in two ways:
    - a) give a short and punchy, but concise answer;
    - b) if that is not possible, say so, and tell the interviewer that you would love to come back another time to answer that question fully.
  9. Remember, after your television appearance is over, people will not recall everything you said, or even half of it. What they will come away with is a feeling about you and your message. There is a direct correlation between how a viewer feels about you as a result of your performance, and how she or he reacts to your message.

10. Throw in connective phrases, such as "I knew you were going to ask that and I am very happy to..." "...many people don't realize that but here is *why* such and such should be...". These connectives and set-ups are extremely important because they tend to alert the viewer for the answer, for easier viewing and comprehension.
11. Be the fullest part of the performance, not just a sounding board, or a rote question-answerer.
12. If you are challenged directly and attacked unfairly, try to disarm the attacker by asking him/her a question.  
For instance, "Why are you saying that so emotionally?", "What facts do you have?", etc. This will often turn the tables and give you the upper hand.
13. Wear simple clothes. No stark white against dark colours, or strong contrasts. This causes a halo effect. Bangles and noisy beads cause problems with the sound.
14. Sit up straight — no slouching. Use hands naturally; do not over-gesticulate.
15. Listen very hard. Concentrate. Don't miss a thing.
16. Speak forthrightly and with conviction.

## CABLE TELEVISION

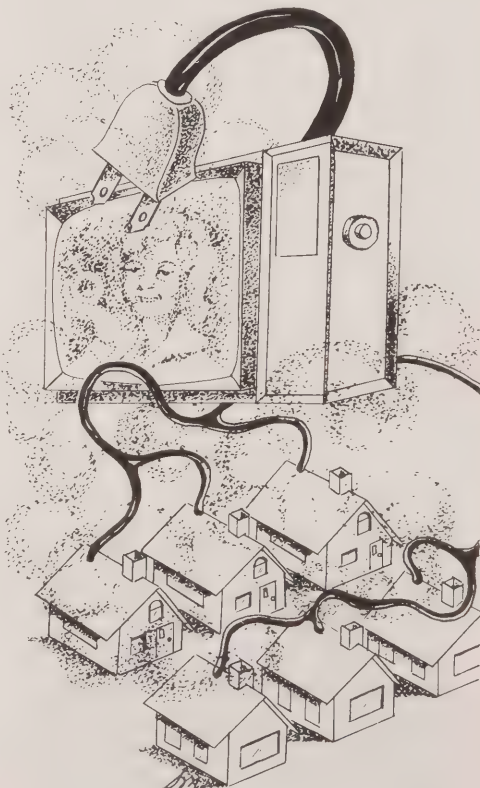
1. Cable offers you the opportunity for a special kind of media experience. Audiences which watch the community channel on cable television are small, so if you have a one-shot, mass-audience message, cable isn't the medium to use. However, if you have a project of longer term and your message is directed to a defined group, then cable may be an ideal medium, particularly when it is used in conjunction with other media and other forms of communication.
2. The main advantages that cable television offers are that you can generally get a lot of airtime — a whole programme or series of programmes; you can have a high degree of control over the content of the programme; and you can direct your programme to a special audience without worrying about whether it appeals to the mass audiences of commercial media.
3. The community channel is non-commercial and you are not charged for programmes produced by or for your group. Most companies will allow you to say pretty well what you like on a programme. Some companies will teach you to operate equipment and participate directly in the making of your programmes. Some groups decide to train crews from among their members and take over the entire production of their programmes.
4. Phone the programme director, tell him something about your group, and ask him about the possibility of doing a programme. Make an appointment to see him and, when you do, take along an outline of the pro-

gramme or the series you want to do.

5. People think in terms of written or spoken messages and a lot of cable television programmes are "talking head" shows with essentially spoken messages. But television is a visual medium and introducing visual material to your programme will improve it significantly. You may use slides, demonstrations in the studio, or video tape shot on location and introduced to your programme when it is aired. Many cable companies have portapak, which are portable video units that you can use yourself with a minimum of instruction. If the cable television company doesn't have a portapak, you often can borrow one from a local agency or college.

When you deal with the programme director you should ask whether you can use slides and portapak material and whether he can lend you the necessary equipment.

6. The production information the cable television company needs for studio production is, for example, how many people you plan to have on the programme and how you want them arranged in the studio. They also need to know if you plan to show slides or any kind of pictures, maps, etc. You should discuss the title of your show or series with the cable television staff and how you're going to get the title on the screen. Some companies will prepare titling for you; others require you to bring your own studio card with the title on it. Some groups prefer to make their own.





7. A mobile or remote production shot at some location outside the studio is more complex and takes more time than a studio production. You need to supply the company with the information mentioned above and in addition you should:
  - a) ensure that you have permission to tape at the location;
  - b) provide the address and good directions to the exact location, room number, etc;
  - c) go to the location and determine whether it is reasonably well lit or whether you think extra lighting may be needed;
  - d) determine if there is access to electrical power;
  - e) offer to have a couple of people help with loading and unloading the equipment if it has to be moved any distance;
  - f) find out how to get into the building, particularly if you will be taping after hours.
8. If you are using a portapak or participating in a remote taping, you should always tape a small test segment before your real taping, play the segment back and make sure that the picture and sound are all right. Then begin your real taping. If there's anything wrong with the picture or sound, don't proceed with the taping until the problem has been fixed.
9. Many people considering programming on cable television worry that they will be inadequate as programmers. This is a result of our being brainwashed to believe that only products from expert people and complex machines are of any value. We are now beginning to realize the value of such things as ordinary feelings, lay knowledge, handcrafted products, and things we do and make ourselves.
10. You cannot assume that, because you send a programme out on cable television, people are going to watch the programme. Audiences for the community channels are usually very small.
11. You should consider the publicity for the programme as an integral and necessary part of cable television programming. When titling your programme, choose a title which describes the content of your programme so that, if the cable television schedule is listed in the local newspapers, you are letting people interested in the subject know that the programme is there and what it is about.
12. You may have to devise ways of promoting the programme to obtain viewers. You can supply advance programme information to the cable television company and ask them to send out your own news release and try to get newspaper coverage. It is helpful to send a news release to clubs, agencies, and institutions which may be interested in your programme. You may ask to have the programme date announced at meetings and included in newsletters.

#### MATERIAL IN THIS SECTION ADAPTED FROM

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## notes

# the right to share the power

*An outline for women's groups to use in learning how to understand and how to become involved in politics — large "P" and small "p" politics.*

Power has been defined as "who gets what, when, and how". Women have got too little, too late, and laboriously.

Power is a central concept of politics. Power accrues to the person who becomes involved in politics. Women have the right to share the power.

Political scientists disagree on how broadly or narrowly to define the field of politics. Some distinguish between "private" politics and "public" politics. Women's political activity has been more often private than public. We shall therefore use a broad definition of politics, to include both your private and public "spaces".

## PRIVATE POLITICS

Where there are human relations, there is politics. Politics is not just being involved with a political party. Where influence, authority, or power connect humans in search of common or conflicting goals, there is politics.

Women can apply what they have learned in their previous experience to new situations: Apply your skills and concerns in a game where the stakes may seem larger but are really just different. Your family grows into a community family, a provincial family, a Canadian family. You may have to take some retraining to deal with this new scope of affairs, but your innate intelligence and human experiences prepare you well. You can play the game of politics as well as anyone. You may just have to play it differently.

## PUBLIC POLITICS

Mutual support is required toward the common goal of involving more women in public politics. Take up the challenge of electing more women to school boards, village, town and city councils, provincial and federal legislatures. Join political parties and associations. Encourage women's groups to take on new political roles.

## WHERE ARE WE NOW?

Times are changing. Not only do women vote but surveys indicate that people will, or say they will, vote for women.

Yet women are still "missing persons" at most levels of political office.

- i) In 1977, there were 9 women members of



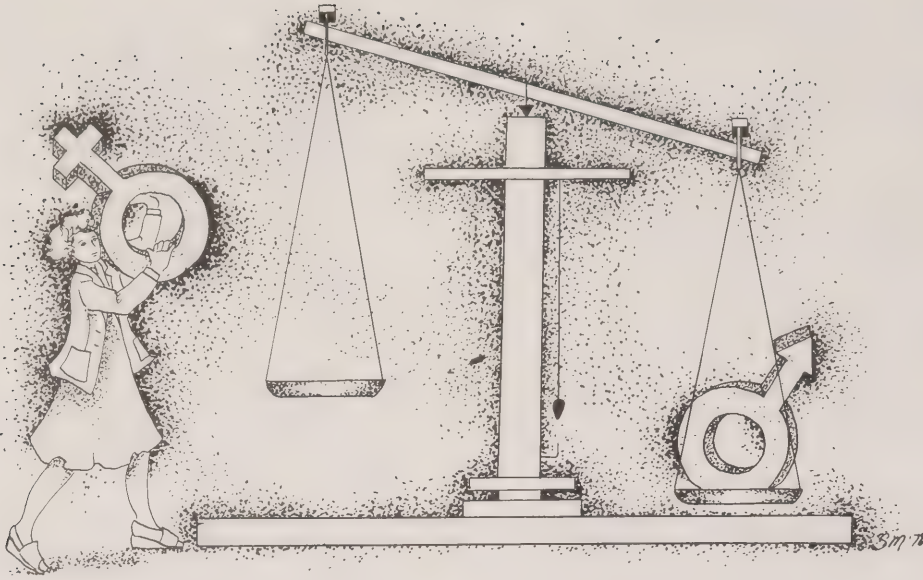
the federal House of Commons, of 264 seats.

- ii) In 1977, there were 22 women members of provincial legislatures and the territorial councils.
- iii) In municipal government, take the example of Ontario. In 1975, approximately 8% of the elected or acclaimed officials were women.
- iv) In unions, women are almost always dramatically under-represented (with some outstanding exceptions) in decision-making structures. The higher in the representative structure, the more striking the under-representation. Even in fields of activity which women dominate, men often dominate the unions. In fact, women in the work force are much less likely than male workers to be unionized.

In the activities of associations, women may be in a different position. In women's groups they obviously run the show, but in co-educational groups it appears that women in decision-making positions occupy posts (e.g. secretary, social convener) traditionally associated with women's roles. In political parties' constituency associations, women still seem to be the helpers. They type and lick envelopes, even manage campaigns, but they don't usually participate at the policy-making level, nor are they invited to represent the major parties in safe ridings.

Moreover, women are present only in token numbers in positions of influence of appointive office and within the civil service.

- i) The Cabinet is the centre of decision-making; in 1977 there were 3 women in the federal Cabinet and 3 women in all the provincial cabinets combined.
- ii) At the federal level, a CACSW study points out there are still few women at senior levels of the public service. The report finds it discouraging that the concentration of women in certain jobs continues as before; this means the low-paying, least interesting, least powerful positions — the dead-end jobs. In federal crown corporations the picture is dreary; the provincial level seems to be no better, nor does the municipal level, except in some small rural municipalities.
- iii) In corporations and educational structures women are rarely found in positions involving important decision-making. In these



structures, the route to change is less direct than it is for elective office. Participation in political action can affect policies toward women and their role in formulating these structures.

#### ATTITUDES AND STEREOTYPING HAVE SHAPED OUR PRESENT POSITION

Some of the reasons that women have not been involved in public politics are:

- Politicians come from certain feeder fields, law and business predominately, and these have traditionally been men's fields.
- Political parties have had a tendency to use women as sacrificial lambs, nominating them to run in constituencies which the party has had little chance of winning. This is changing.
- Although the public has said in surveys that they would support competent women candidates, the attitudes of political parties have held back women's entry into public politics. "People won't vote for a woman." "My candidacy as a woman is too big a risk for the party."
- Women seeking nominations for candidacy to political office and running in elections in general have found it more difficult than male candidates to raise money for their campaigns. Women don't have the same access to financial markets as men. (The new law of electoral finance should moderate this problem.)
- Some women have role conflicts: "I can't abandon my family for political activity." "My husband's career comes first." These conflicts are particularly serious for women interested in federal politics, which requires prolonged absence from home or physical displacement of the family.

- Women find minimal support services in the community such as day care centres or other forms of child care assistance, which would free them to participate in public politics. Some families refuse to share in home responsibilities.
- Some women feel inadequate. "I could never speak in public." Some women just aren't interested. "What's it got to do with me?"

#### DEVELOPMENT OF POLITICAL VALUES

There is little conclusive evidence to show when boys and girls begin to develop political values and ambitions. It is not even clear that adult political thinking and action differs according to gender. The suffragettes assumed that women would act with more honesty, compassion and effectiveness than male politicians. Whether they would so act, remains to be seen. No conclusions can be drawn about what is attributable in politics or anything else to being born female. In the past human personality characteristics have been arbitrarily assigned to males and females. It is essential that our country be governed by both men and women, who contribute their own particular, human qualities.

We all know the impact our heroes and heroines have on us. There has never been a woman Prime Minister of Canada. In the fact of that, how many young women are strong enough to aspire to, and plan for, the highest political office in the land? A brief survey of the "missing person" phenomenon in other political structures tells the same story.

As Langevin points out in her Canadian Advisory Council on the Status of Women paper "Missing Persons: Women in Canadian Federal Politics", it is impossible to measure the crippling effect that sex role stereotypes have had on women. Expectations about acceptable feminine behaviour have been very restrictive.

## AN IN-DEPTH LOOK — SOME QUESTIONS

### ABOUT PRIVATE POLITICS

1. Who makes decisions in your family? Small decisions? Big decisions?
2. Who defines what's big and what's small?
3. Does your family run on a democratic basis? What kind of democracy?
4. Do you believe in child power?
5. Who holds authority in the relationship between you and your doctor, between you and your priest, minister, counsellor, friend, between you and your neighbours?
6. If you work or study outside the home, have you analyzed office politics, classroom politics, employer-employee politics, internal union politics?
7. If you belong to any association, a women's group, a church group, a parent-teacher group, a youth group, what do you think about leaders chosen and policies pursued?
8. What "political" skills could you contribute?

### ABOUT PUBLIC POLITICS

1. How many women hold public office in your area government?
2. How many women hold management positions in public or private corporations in your area?
3. Do women run for, or apply for these positions? Are they prevented from doing so?
4. Are you active in a political party? If not, why not?
5. What do you do about changing the status quo if it displeases you?

### ABOUT ATTITUDES AND STEREOTYPES

1. How many women are in the faculties of law and commerce at the university serving your community?
2. Do you feel that your job bars you from political involvement?
3. How many women candidates ran in the last election which took place in your community?
  - Were they in safe seats?
  - Were they elected?
  - If they were elected, have they been appointed heads of committees? (i.e. positions of power)
4. Would you support a woman candidate?

5. Would you run for office? If not, why not?
6. Would your family support you? If not, why not?

### ABOUT POLITICAL VALUES

1. Should the educational system prepare women for the roles of mother and wife and/or for the role of breadwinner?

Old adage: "A good education makes a good dowry."

2. Should women have the same pay and the same opportunity for promotion in the working world as men?

Old adage: "She'll just get pregnant and quit anyway."

3. How many years do women now average in the work force?

Old adage: "I'm just going to work until I get married."

4. Do you think housewives should be paid?

Old adage: "I don't work. I just stay home."

5. Should twenty-hour day care and nursery care be subsidized by the state?

Old adage: "A woman's place is in the home."

6. Should the state give incentives to motherhood — maternity leaves, family allowances, subsidized housing for families? Should it encourage family planning and widespread dissemination of contraceptive information and devices?

Old adage: "Women should be barefoot, pregnant and in the kitchen."

THESE ARE SOCIAL AND POLITICAL QUESTIONS. THEY AFFECT ALL CITIZENS, WOMEN AND MEN, AND THEIR RELATIONSHIPS TO ONE ANOTHER, PRIVATELY AND PUBLICLY.

WILL HAVING MORE WOMEN IN POLITICS MAKE ANY DIFFERENCE? WE HAVE A RESPONSIBILITY TO FIND OUT.

### WHAT CAN I DO?

1. Become informed on issues that affect you.



2. Draw up a questionnaire for federal, provincial, municipal and other elections, testing candidate's views on issues which seem most important for women to achieve equal status and influence with men in your community.
3. Set up a training course for potential women politicians.
4. Draw up a roster of qualified women whom parties might seek out as candidates for electoral office, and of potential appointees to boards and commissions.
5. Set up a clearing house for complaints by women to your members of parliament, members of the legislative assembly, city councillors, school board members.
6. Draw up a checklist for women to ask of campaigners who come knocking at the door. Where do they or their candidates stand on issues of particular importance to women in your community?
7. Involve men in the process. Hold education sessions for male candidates and other party members on the issues of importance in achieving equality for women.
8. Make a list of organizations in your community in which women can involve themselves in political debate and activity.
9. Develop a flying team of women to visit other women to politicize them to any kind of political action.
10. Start women's caucuses in your workplace, in your union, in mixed groups, to discuss common problems and suggest solutions (on hiring of women, promotion of women, equal pay for women, representation of women).
11. Don't think the only office you can hold is that of secretary. Be treasurer, legislative committee chairperson or president.
12. Monitor church, community and school organizations to see that the interesting positions with influence aren't always filled by men.
13. Find out where the real power is being exercised in any situation. Obtain access to the powerful: write, phone, picket, lobby.
14. Get political news onto the Women's Page of your local newspaper or, better still, get rid of the Women's Page in emphasis of the point that news about the status of women belongs with other important news.
15. Pressure schools to allow civic education courses at an early age to encourage girls to be interested in politics, rather than leaving them with the myth that politics must be a man's game.
16. Pressure schools to include study of women's history and status in the curriculum.
17. Think about sex role stereotyping in school textbooks. Politicians might not be mentioned, but the feeder occupations like business and law are, and those are pictured as activities which little boys grow up to do.
18. Find out what kind of counselling is given to female students at the high school level. Does it encourage activities leading to politics?
19. Draw up a career kit for young women that teaches them how to plan a career path to politics.
20. Draw up a consciousness-raising checklist for your members and friends, to help you understand why you hold the political values you do, or even what those values are, how you get them, or why you don't seem to have any.
21. Pressure your public library to develop a good collection on women's history and women's status.
22. Become aware of what special political structures there are to help women and how to use them. Write to the Canadian Advisory Council on the Status of Women for more information.

**AND REMEMBER: THERE'S A DIFFERENCE BETWEEN BEING NON-PARTISAN AND NON-POLITICAL. ACCORDING TO OUR DEFINITION, YOUR GROUP IS ALREADY INVOLVED IN POLITICS, IN EXERTING INFLUENCE IN YOUR COMMUNITY AND ON YOUR MEMBERS. YOU SIMPLY MAY NOT HAVE DESCRIBED YOUR ACTIONS AS "POLITICAL". MOST OF THE SUGGESTIONS ABOVE DO NOT REQUIRE YOUR GROUP TO BE PARTISAN, THAT IS, TO IDENTIFY WITH ONE PARTICULAR PARTY OR CANDIDATE AS GROUP MEMBERS.**

You may think that you don't know enough about politics to get involved. It's in getting involved that you learn. Take the plunge.

You cannot avoid politics. It determines the shape of your life. So why not participate in molding the form, instead of submitting to someone else's mold? Don't be content to be the power behind the throne. Share it.

#### **THIS SECTION PREPARED BY**

Canadian Advisory Council on the Status of Women

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# how to run an election campaign

## HOW TO SUCCEED AS A CAMPAIGN MANAGER

Your job is to manage campaign personnel. You must find strong chairpersons well suited to their specific assignments who can organize dependable work teams. You must find special work slots for creative people. Step in with energy and encouragement when a job lags. Stamina and a positive outlook are the two qualities you need most.

The campaign manager's position is a full-time job for the duration of the campaign.

### RELATIONSHIP TO CANDIDATE

- Support candidate because of her background, intellect, and decision-making ability. Do not try to create a new personality.
- Disagree with the candidate if your opinions differ, but remember her will prevail.
- Keep trivia (phone calls, messages, certain people) away from the candidate. Be a clearing house for memos and advice.
- Appear with the candidate in public and be able to be a witness to what she has said. You are the silent partner.
- Make a pact with the candidate that you are in the campaign for the right reasons and that you will see it through, win or lose.
- As a resource for the candidate, familiarize yourself with local issues.
- Listen to the citizens' concerns and their impressions of your candidate. Report feedback immediately so the candidate may strengthen weaknesses in her campaign.

### RELATIONSHIP TO CENTRAL COMMITTEE

- Be an administrator. What you say goes — but nicely.
- Keep everyone well informed about the campaign but do not necessarily disclose all strategy details. Rumours spread rapidly through a campaign organization.
- Anticipate chairpersons' needs and problems.
- Remember that a problem is often an opportunity in disguise.
- Generate a positive ambiance around the candidate.

### SPECIFIC DUTIES

- Recruit chairpersons; give them specific tasks



and dates for completion.

- Plan temporary budget and arrange for deposit payment.
- Help the candidate to prepare an initial press announcement and offer assistance.
- Develop a master mailing list.
- Arrange for photographs of the candidate.
- Assist the candidate to develop a platform.
- Help the candidate write a solicitation letter.
- Arrange kick-off rally.
- Help raise funds.
- Oversee the advertising campaign.
- Monitor the effectiveness of "meet-the-candidate" sessions.
- Organize a poll workers' rally (appoint a chairperson).
- Organize the victory party (appoint a chairperson).

## HOW TO PLAN AND COST THE CAMPAIGN STRATEGY

### STRATEGY COMMITTEE

- Candidate
- Campaign Manager
- Official Agent
- Observers
- Central Committee Chairpersons (as needed)

### KINDS OF CAMPAIGNS

**Positive: (Here are the problems: I can help solve them)**

- Isolate specific issues
- Find ways to improve the situation
- Speak to issues only
- Work with all kinds of people
- Listen to all sides before making decisions
- Respond to public input

**Negative: (What is wrong; who is wrong)**

- Point out misspent money

- Investigate scandals
- Report crises
- Declare candidacy early to discourage vote-splitting.
- Know who the other candidates are.
- Hear other candidates or line up observers.
- Identify issues and develop a position on each issue early in the campaign. Use a research committee to find answers and then create news with the issues already researched.
- Find out who is supporting other candidates and the source of their financial backing.
- Arrange for your own supporters to ask questions of opponents or of your candidate in public appearances.
- Ensure that your candidate is highly visible at all times.
- Set out the event calendar to maximize peaking period.
- Solicit endorsement "letters to the editor" from your candidate's supporters.
- Organize the person-to-person campaign.
- Set up a telephone campaign with director of organization for election day in order to get your supporters out to vote.
- Send postcards to all voters identifying your candidate and informing them of the location of their polling place.

## DEFENSIVE STRATEGY

- Line up people who will attend opponents' coffee parties.
- Plan perceptive and challenging questions to be asked of other candidates at public appearances.
- Ask your supporters to question the opponents' platforms in "letters to the editor" and talk shows.

## DETERMINING THE COST

The strategy committee prepares the campaign budget, the finance chairperson and her committee raise the revenue, and the treasurer spends the money as set out in the budget.

In provincial/federal elections, the official maximum budget is determined by the number of voters in your constituency.

## SAMPLE BUDGET FOR CAMPAIGN

### Filing fee for candidate

#### Administration

rental of office space  
telephone/lights/heat/water  
equipment rental  
stationery/office supplies  
staffing  
petty cash

### Mailings

solicitation letter (printing/stationery/postage)  
flyers (printing/postage)  
pre-election "You vote at" postcard

### Advertising and promotion

photographs  
newspaper ads  
radio/TV  
buttons/stickers  
canvass brochure(s)  
signs/posters

### Other

meeting place (training sessions/rallies/special events)  
"meet the candidate" session (name tags/sign up forms, etc.)  
travel expenses  
election follow-up (supporters' party/removal of signs/appreciation letters)

## SUGGESTED EVENT CALENDAR

Count sixteen weeks back from election day.

### WEEKS 16-8

This is the preparation period. First obtain copies of the Elections Act, voters' lists, maps of the constituency and any election manuals available. During this time the candidate's photographs are taken, slogans or symbols to be used in the campaign are developed, signs designed and ordered or construction planned, buttons ordered. Watch and plan for revision of voters' lists and advance polling.

- Campaign organized and planned
- Chairpersons begin work
- Issues are researched
- Strategy committee begins meeting
- Early financing from committee members and friends

### WEEK 8

- Establish official headquarters
- Call a press conference
- Distribute participation cards (see sample in "How to become a candidate.")

### WEEK 7

- Kick-off rally
- Solicitation letters mailed
- Announce news release
- Arrange luncheons and breakfasts
- Strategy committee meets
- Meet media chiefs
- Prepare election day key

### WEEK 6

- News release on issues
- Strategy committee meets

- Personal follow-up on solicitation letters
- Meet the candidate sessions begin
- Luncheons and breakfasts

#### WEEK 5

- News release
- Buttons and bumper stickers appear
- Strategy committee meets
- Continuing follow-up on solicitation letters
- Meet the candidate sessions
- Luncheons and breakfasts
- Plan dates for mailings and literature drops

#### WEEK 4

- News release
- Strategy committee meets
- Continuing follow-up for fund raising
- Poll workers' rally
- All candidates' meetings begin
- Lawn signs could begin to appear
- Billboards appear

#### WEEK 3

- New developments on issues for news releases
- Strategy committee meets
- Re-contact people who promised contribution but have not sent it
- All candidates' meetings
- Candidate canvasses in "swing-vote" districts (determine best time)
- Newspaper ads could begin
- House-to-house canvass begins

### PEAK WEEKS

#### WEEK 2

- New developments on issues for news release
- Strategy committee meets
- All candidates' meetings
- Constituency workers house-to-house canvass continues
- Literature drop
- Candidate canvasses
- Radio/TV spots
- Newspaper ads
- Pick up all necessary credentials from returning officer

#### WEEK 1

- News release
- Strategy committee meets
- Postcard campaign
- Name a scrutineer for every poll
- Constituency workers house-to-house canvass continues
- Candidate's energies must be directed to most productive activities
- Radio/TV spots
- Endorsement ads

#### ELECTION DAY

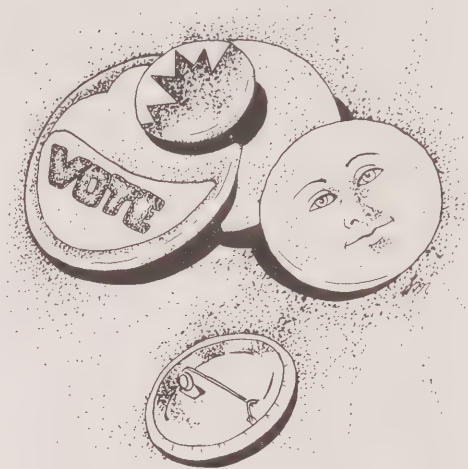
- Make sure all your workers vote
- Co-ordinate telephone campaign to known

supporters to offer transportation and sitting service.

- Arrange transportation to polls

#### POST ELECTION

- Victory Party
- Send thank you letters
- Dismantle the organization — keep all records for the next election



### HOW TO PROMOTE THE CANDIDATE

#### RESEARCH CHAIRPERSON

- Form a committee to help with the research
- Request schedules of other candidates in your party
- Attend strategy committee meetings to learn issues to be researched
- Read general literature about issues plus minutes, reports and platform of official body to acquire facts and figures to support the candidate's stand
- Help write position papers and press releases
- Form a committee to help with the research

#### ADVERTISING AND PROMOTION CHAIRPERSON

- Confer with the strategy committee and the sign chairperson to decide priorities and set up a budget. Develop a communications plan, which includes the slogan, the design and execution of paid and free media activities and the design of flyers, bumper stickers, buttons, posters, signs etc.
- Research past campaign literature of your party as well as the opposition
- Arrange for bumper stickers and campaign buttons
- Write constituency flyers and have these approved by the strategy committee. Send them to the secretary for duplication. Tabulate the number of flyers needed. Prepare constituency flyers to equal two-thirds of the registered voters (only one flyer is distributed to each household).



- Confer with the candidate about press releases; find writers and check with research person
- Know that the candidate keeps the original of all press releases and initials all copies before release.
- Arrange for endorsement tapes for radio and television. Endorsers should be representative of all facets of the community.

## MEETING CHAIRPERSON

- Co-ordinate the candidate's activities to maximize use of candidate's time
- Check with event calendar and set up dates for meet your candidate sessions
- Arrange for sponsors and locations
- Participation cards will include names of some volunteers
- Develop sign-up sheet or card similar to participation card to enlist support

Name:  
Address:  
Telephone:

- ☐ Financial
- ☐ Work at polls
- ☐ Lawn Sign
- ☐ Sign Crew
- ☐ Name on endorsement
- ☐ Give rides to poll
- ☐ Write postcards
- ☐ Telephone crew
- ☐ Give time to Headquarters
- ☐ Provide clerical support
- ☐ Door-to-door campaign
- ☐ Typing
- ☐ Run duplicating machine

- Prepare instructions for sponsors. Include suggestions about room arrangement (candidate should be visible to all), name tags, introductions, and refreshments (before or after presentation). Deliver instructions to sponsors in advance. Flyers may be used as invitations.
- Help sponsors to draw up guest list. See that all declared supporters in the vicinity are invited. Phone volunteer chairperson for additional names if necessary.
- Remind sponsors to have the guests phoned prior to the event.
- Keep a list of people who have attended.

## SIGN CHAIRPERSON

- The impact of the sign campaign will be achieved by simple content and frequency
- Check legal limits of signs at municipal level
- Order commercial and lawn signs or start committee working if signs are to be done non-professionally
- Call owners of commercial properties and residences in strategic locations for permission to post signs. Check with previous campaign

managers for list of names of owners of vacant lots and older buildings. It is important to the campaign to demonstrate gathering strength, so all signs are not to be placed at once. Suggested order is commercial properties first, then homes on prominent streets, and the remainder as fillers on other streets. Check participation cards for additional locations.

- In rural areas signs should be placed at important intersections as well as all major roads, and should be placed on the right-hand side facing traffic.
- Check the local laws concerning the use of utility poles and trees, for poster/sign use.
- Remember to remove signs and posts as part of election sign-off.

## HOW TO DEVELOP THE CAMPAIGN ORGANIZATION

### FINANCIAL CHAIRPERSON

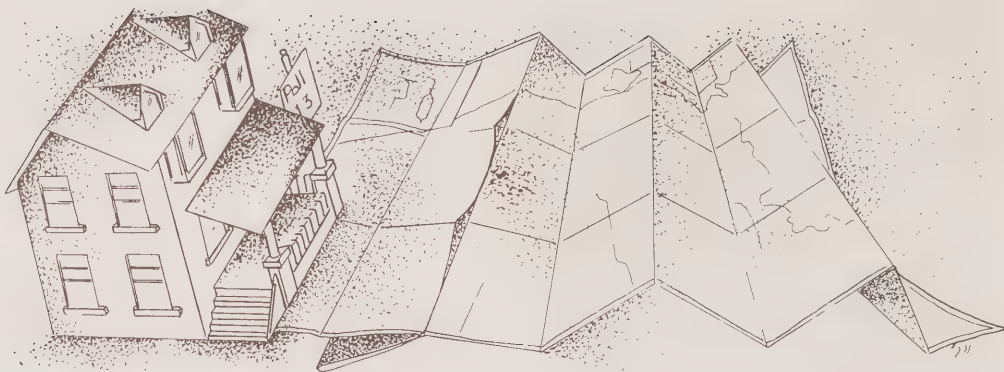
- Help the candidate establish a maximum individual or corporate donation
- Contact key people on master mailing list for financial support (personal contact is best)
- Set up lunch or brunch dates with potential supporters, especially business people and elected officials
- Compile names of people who indicate financial support on participation cards. Organize a committee to visit the people on the list.
- Check with the treasurer for the list of contributors and amount contributed. Contact again people who have not followed through with their promised support.
- Consider other forms of fund raising if more funds needed.
- In federal campaigns remind donors of tax credit benefits

### TREASURER

- Establish a policy to encourage checks rather than cash. Prepare official receipt forms.
- Open a bank account (Citizens for Mary Smith) with a co-signer. The treasurer is responsible for deposits and withdrawals in this account.
- Enter the names of contributors and the amounts given in account ledger. Give lists of contributors and amounts to financial chairperson and campaign manager at agreed upon intervals.
- Become familiar with the budget.
- Pay bills for budgeted items submitted or okayed by central committee members. Record these in ledger.
- Balance the books and close the account after the election.
- Give a complete financial statement to the candidate so that she can report campaign expenditures as required by law.

### OFFICE MANAGER

- Secure a suitable office location, install phones, arrange for lights and water, keys, office furniture, stationery and coffee supplies,



insurance to cover fire, theft and public liability.

- Check for available volunteers and decide how many you will need and what their duties will be; for example, staffing HQ, mailings, telephone canvass, surveys, election day.
- Call city hall or the school district office or constituency returning officer to obtain constituency lists, maps, number of registered voters, and number of polls there will be for the election.
- Set up a filing system
- Assist in locating enumerators for the local returning officer
- Set up a petty cash fund
- Develop charts for everything

- campaign organization
- workers
- poll maps and marked canvass lists
- location of polling stations
- communications production
- sign locations
- related telephone numbers
- special groups with contact person

- Know the candidate's schedule
- Monitor distribution of campaign material
- Monitor the canvass to see how it's going and to ensure election day readiness
- Check revision of voters lists and prepare for advance poll
- Make sure signs are up and keep a record. Have the sign committee check from time to time to see that they are still up.
- For election day:

- Prepare an election day key listing street names and their polling stations
- Prepare instruction sheets, arrange for and brief inside poll scrutineers.
- Provide copies of marked voters lists, maps
- Secure agents' forms for canvassers and scrutineers. Be sure these are signed by the candidate.
- Remind all workers to vote
- Organize and brief HQ telephone team
- Prepare poll by poll "vote count" chart to record election returns by candidates on election night.

- Assist after the election with thank yous, storage of files and vacating premises.
- Compile a file for the candidate of campaign

material as a record for the next election.

## SECRETARY

- Organize a clerical committee. Be responsible for supplying secretarial support in conjunction with the volunteer chairperson.
- Have rubber stamps made to read "Citizens for Mary Smith", with the address of campaign headquarters.
- Keep a file of the candidate's pictures.
- Type the solicitation letters and participation card in final form for the printer.
- Buy envelopes and stamps for solicitation letters. Include stamped return envelope with each to be returned to the finance chairperson.

## VOLUNTEER CHAIRPERSON

- Compile a list of people and what they will do from participation cards and give copies to the appropriate chairpersons.
- Recruit additional workers if necessary.
- Re-assign workers who have completed their original task.
- Organize card file containing names of workers and what they are willing to do.

## DIRECTOR OF ORGANIZATION

- Request copies of constituency lists, maps, number of registered voters and poll listing, through office manager at headquarters who will have these on hand.
- Estimate number of dwellings to visit (about three-fifths of the number of registered voters).
- Establish the dates for canvassing start and finish with the strategy committee.
- Check previous election returns (available from the returning officer) to identify "swing-vote" areas.
- Define the number of areas within the constituency.
- In consultation with campaign manager and candidate, select area chairperson preferably someone who lives in the district.
- Assist area chairperson to select poll captains or co-captains who live in the poll and are well informed about the candidate. Give them names of possible workers in their area. Their task is to co-ordinate the poll areas assigned to them.
- Set up training session for poll captains and

canvassers to cover canvassing and election day procedures, information on revision of voters' lists, advance polls, proxy voting.

- Keep a list of canvassers' names.
- Get the voters' lists from the returning office. Lists are ready about four weeks before election. At least two lists are needed — one to cut up and the other to act as a master list for reference.
- Organize a committee to help you mark off each poll on a map of the area. In cities, make walking routes of fifty or more dwellings. (It takes approximately four hours to call on fifty houses). Number each route. In rural districts, the voter density will determine the most effective canvass strategy.
- Distribute canvassing instructions, appropriate lists, maps and campaign literature to poll captain.
- Supervise campaign mailings to voters.
- Following the election call, hold regular weekly meetings with area chairpersons to maintain enthusiasm and to monitor progress. Ensure election day readiness on the part of workers.
- Provide supervision for election day poll activity.
- Analyze the results after the election to see how the candidate did in each poll.

## TRANSPORTATION CHAIRPERSON

- Receive the names of drivers from the volunteer chairperson and the names of people who need rides from the poll captain.
- Organize and assign cars.
- Provide rides to polls.

## HELPFUL HINTS FOR THE POLL CAPTAIN

- Canvassers should concentrate on polls with the heaviest voter turnout in past elections if the entire district cannot be canvassed.
- The candidate should canvass in "swing-vote" areas. Other family members make effective assistants.
- The best times to canvass are evenings and weekends. A daytime campaign aimed at the homemaker can also be effective.
- Have the poll workers submit marked lists to their poll captain. On election day organize teams to check with the outside worker at polling places to see who has not yet voted. The telephone crew then calls these voters to remind them to vote and to offer sitters and/or rides.

## Instructions for Poll Captains

### FOR THE CANVASS

The main duty of the poll captain is to ensure thorough canvassing of the poll. In some instances, special canvass teams may be needed.

- Select reliable poll residents who are willing to canvass (walk door-to-door) on the candidate's behalf.
- Send a list of canvassers to the area chairperson by (date) . . . . .
- Record the constituency list given to each poll worker.
- Prepare and distribute instructions, (see sample) appropriate lists, maps, and campaign literature to the canvassers.
- Call the canvassers on deadline date to see if they have completed their canvass. Remind them to phone potential supporters on election day.
- Call the area chairperson when the routes are completed or if last minute help is needed to finish the canvassing of your poll.

### FOR ELECTION DAY

On election day it is the poll captain who ensures that all supporters found during the campaign get out to vote. Every vote for your candidate should get into the ballot box. A single vote can make the difference.

- Be sure your poll is staffed both inside and outside and that all agents have official candidate's agents' papers to enter the poll.
- Co-ordinate telephone blitz of your poll to offer assistance, such as transportation, sitter services.
- Check marked voters' list for your supporters organize a visit to voters' homes to offer drive to poll.
- Remember, after 4 o'clock the rush begins, so be sure your supporters get out to vote. Keep up the pressure until the last minute.
- Be inside the poll when it closes and stay for the count. Check the tally, then phone headquarters.
- Gather your helpers and attend the victory party.
- Supply headquarters with the names and addresses of all helpers for thank you letters.



## Instructions for Canvassers

The purpose of the door-to-door campaigning is to make the voter aware of the candidate and to get an indication from the voter of his/her preference. The best time to walk is during a week-end, or between 6:30 p.m. and 9 p.m. All canvassing must be completed by (date). . . . .

- Check your route on the poll map.
- Bring instructions, voters' lists, flyers, clipboard, paper, pen, buttons, bumper stickers with you when you walk your route.
- Call at all listed addresses in apartment buildings. Save your strength by starting at the top.
- Talk to residents. If you cannot answer a question, promise to find out and relay information. Do not discuss other candidates.
- If you encounter hostility, excuse yourself, smile and leave immediately.

- If a resident appears likely to vote for your candidate, try to get some commitment such as accepting a campaign button, etc. If he/she needs a ride to the poll, call the transportation chairperson (name) . . . . . at (telephone number) . . . . . to arrange this.
- Compile a list of supporters on the route and contact them on election day to remind them to vote.
- If no one is at home when you call, mark the address on your route list and return later. If a return visit is not possible or still no one is home, write a note on a flyer asking for a vote for your candidate. Leave the flyer where it can be seen easily.
- If you cannot walk your route, call the poll captain (telephone number). . . . .
- Be prepared to offer assistance on revision to voters' lists and advance poll as required.

## DEFINITIONS

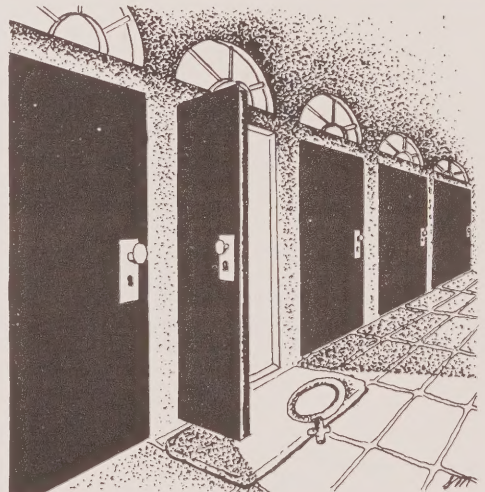
**Peaking period** — The point in the campaign at which the candidate enjoys maximum recognition.

**Official agent** — The person in provincial and federal elections who is the only legal signatory for the expenditure of campaign funds. All contributions to the campaign should be received by the official agent. The official agent is appointed by the party through their local association.

**Filing fee** — The deposit in legal tender or certified cheque which is required to ensure bona fide candidacy and payable at the time the nomination paper is filed.

**Election day key** — An alphabetical street guide by poll. Translates the street address into polling districts and is used primarily in urban constituencies.

**Swing-vote district** — Specific polls which represent fluctuation in voting percentages; for example, apartment blocks which reflect relatively high turnover rates.



## MATERIAL IN THIS SECTION ADAPTED FROM

American Association of University Women  
Other material by the Canadian Advisory Council on the Status of Women

Organizations have the permission of the Canadian Advisory Council on the Status of Women to reprint this paper in its entirety — unchanged — for wider distribution to members.



## notes

Government  
Publications



# get elected

"The full and complete development of a country, the welfare of the world, the cause of peace — *all* require maximum participation of women, as well as men, in all fields. . .

United Nations Seminars on Civic and Political Education of Women, Helsinki, Finland, August 1967.

## **Canadian Advisory Council on the Status of Women**

The CACSW is a federal organization whose mandate is both to advise the government of the actions it deems necessary to improve the position of women and to inform the public about matters of interest and concern to women.

The CACSW is independent but it communicates its recommendations to the government through the minister who is responsible for the status of women.

Sharing the Power has been prepared in response to women who are aware of the need for change and want to organize effective action. Background study materials on a variety of specific issues are freely available from CACSW.

Sharing the Power is intended for use by women's organizations in their understanding of the system within which we live. For this reason the feminine gender has been used whenever a pronoun occurs. However, men's groups who wish to further their knowledge of the nature of private and public politics by studying the kit are invited to do so. The term 'she' will be understood to refer to both women and men.

Sharing the Power is an adaptation of material from organizations across Canada and the United States, with additional sections prepared by members of CACSW.

Design and illustrations by Sandra Martin, apparent apparition, Toronto.